



CASE REPORT

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| 1. Complaint reference number | 199/01 |
| 2. Advertiser | Pittwater Real Estate |
| 3. Product | Real Estate |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This newspaper advertisement is headlined “Stop Kidding Around!” over a photograph showing two female toddlers wearing tops padded to give the appearance of large breasts. The subtext includes the line: “Attention buyers. Are you busting out of your current home?” and concludes with contact details for the real estate company.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

“I feel offended by this advertisement and the use of these girls dressed only in their underwear with large false breasts and make-up to sell real estate. I also felt sad to think that anyone could exploit children in such a manner.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

Noting a response from the advertiser offering an apology to anyone offended by the advertisement and advising that it would not be used again, the Board determined that the material did not represent a breach of the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification or health & safety. Not finding any other contravention of the Code, the Board dismissed the complaint.